

Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 CEQ-01 EPA-04 SCI-04 PA-02 PRS-01

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R 150910Z OCT 74

FM AMCONSUL ZURICH

TO SECSTATE WASHDC 1943

USDOC WASHDC

INFO AMEMBASSY BERN

AMEMBASSY BELGRADE

AMEMBASSY ROME

UNCLAS ZURICH 0566

ROME PLEASE PASS KRAUSE, KELLY

FROM MISSION DIRECTOR WILSON

E. O. 11652: N/A

TAGS: BEXP, SZ

SUBJ: ENVIRONMENTAL PROTECTION EQUIPMENT MISSION

TO SWITZERLAND

SUMMARY: SWISS HALF OF TRADE MISSION CONCLUDED SUCCESSFULLY. SWISS BUSINESS INTEREST IN PRODUCT CONTENT STRONG, AS MANIFESTED BY HEAVY APPOINTMENT SCHEDULE. MISSION MEMBERS PLEASED AND EXPECT PROFITABLE BUSINESS TO RESULT. FOREIGN SERVICE SUPPORT COMMENDABLE.

2. AFTER MISERABLE BEGINNING DUE LOSS OF MOST MEMBERS' BAGGAGE IN FRANKFURT (BAGGAGE SHOWED UP SIX HOURS LATER), MORALE IMPROVED AFTER EXCELLENT DINNER HOSTED BY ZURICH CONSUL GENERAL NELSON. GUEST LIST INCLUDED SEVERAL PROMINENT SWISS BUSINESSMEN WHOSE INTEREST WAS THEREBY STIMULATED. APPROXIMATELY 100 INDIVIDUAL MEETINGS WITH SWISS VISITORS TOOK PLACE DURING NEXT TWO DAYS. ALL MEMBERS WERE BUSY AND THOSE WHO DID NOT SPEAK GERMAN (THREE OF SEVEN DID), FOUND THAT TIME REQUIRED FOR INTERPRETATION MADE SCHEDULE EXTREMELY PRESSING.

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2. APPARENTLY BUSINESS APPOINTMENTS WERE CAREFULLY SCREENED BY EMBASSY COMMERCIAL STAFF AND THERE WERE A BARE MINIMUM OF DUDS. ONE MISSION MEMBER SEEKING AGENT FOUND FOUR GOOD POSSIBILITIES, EACH ONE BETTER THAN THE PREVIOUS INTERVIEWS. WHILE TOO EARLY TO QUANTIFY, OVERALL RESULTS OF SWISS PORTION OF MISSION PROMISING, BOTH IN TERMS OF DIRECT SALES AND AGENCY/DISTRIBUTORSHIPS.

3. MEMBERS ARE GRATEFUL FOR FOREIGN SERVICE SUPPORT AND PARTICULARLY WISH TO SINGLE OUT ASSISTANCE OF RECEPTIONIST AND COMMERCIAL ASSISTANT PROVIDED BY EMBASSY BERN. EMBASSY-CONGEN COOPERATION SMOOTH AND EFFECTIVE.

4. MISSION DEPARTED AS UNIT FOR BELGRADE NOON OCTOBER 13 GRATIFIED THAT AMBASSADOR TOON WILL HOST IMPORTANT LUNCHEON.
NELSON

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NNN

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